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Tender

## **PL0003 - Roadside Advertising Concession Agreement - Gloucester**

Gloucester City Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-085454

Procurement identifier (OCID): ocds-h6vhtk-05fbae

Published 22 December 2025, 2:35pm

### **Scope**

### **Reference**

PL0003

### **Description**

Gloucester City Council ('the Authority') is offering an advertising space concession opportunity to the market (to primarily include roadside and roundabout advertising space). The successful supplier will manage, operate and generate revenue from the advertising space in return for a payment to the Authority.

The Authority worked on a partnership basis with two companies to provide roadside advertising over the past decade. Whilst the signage remains in place, there exists the opportunity for the successful supplier to build on the relationships that existed previously with current advertisers and to build new relationships.

To the Authority's knowledge all signs have the benefit of all necessary statutory consents, although the successful supplier will need to check with the Planning service and other relevant authorities prior to commencement, and if necessary, secure

necessary consents before proceeding.

The Authority's purpose in offering this concessions agreement is to increase the opportunities available to local businesses to promote themselves. The Authority also aims to secure a fixed annual income stream (in return for granting the concession), to support its business promotion and marketing activities and to contribute towards the maintenance of the roundabouts and verges.

The contract will be a concessions contract because the Authority will not be paying the successful supplier to provide the service. The Authority will receive a payment from any advertisement income. The Authority does not guarantee the advertisement income.

### **Total value (estimated)**

- £200,000 including VAT

Below the relevant threshold

### **Contract dates (estimated)**

- 1 April 2026 to 31 March 2033
- 7 years

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services

### **Contract locations**

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

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## **Participation**

**This procurement is reserved for**

UK suppliers

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## **Submission**

**Enquiry deadline**

21 January 2026, 5:00pm

**Tender submission deadline**

3 February 2026, 12:00pm

## **Submission address and any special instructions**

Procontract ref - DN787531

Pro-Contract Tender Opportunities.

[servicedesk@proactisservicedesk.com](mailto:servicedesk@proactisservicedesk.com)

<https://procontract.due-north.com/Login/FirstTimeLogin>

## **Tenders may be submitted electronically**

Yes

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## **Award criteria**

Section Section Weighting

Quality 40%

Social Value 10%

Financial 50%

Total 100%

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## **Procedure**

## **Procedure type**

Below threshold - open competition

## **Special regime**

Concession

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## **Documents**

### **Associated tender documents**

[1 PL0003 - RFQ - Roadside Advertsing.docx](#)

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## **Contracting authority**

### **Gloucester City Council**

- Public Procurement Organisation Number: PPNG-4413-GZXP

North Warehouse

Gloucester

GL1 2FB

United Kingdom

Contact name: John Bessant

Telephone: +447789798976

Email: [procurement@gloucester.gov.uk](mailto:procurement@gloucester.gov.uk)

Region: UKK13 - Gloucestershire

Organisation type: Public authority - sub-central government